

# **City of Scottsdale**

## **Human Relations Commission**

### **2019 Strategic Plan**

#### **City of Scottsdale Human Relations Commission**

*"The Scottsdale Human Relations Commission will advocate and promote all dimensions of diversity. The commission will act as an advisory body to the mayor, city council and staff and to make recommendations on ways to encourage mutual respect and understanding among people, to discourage prejudice and discrimination, and to work towards cultural awareness and unity. The commission may also make recommendations as to special events which will further its purpose."*

Scottsdale.gov/boards/Human Relations Commission

#### **Three-fold Mission:**

- I. Encourage mutual respect and understanding among people
- II. Discourage prejudice and discrimination
- III. Work towards cultural awareness and unity

#### **Strategies and Tactics:**

- I. Encourage mutual respect and understanding among people**
  - a. Expand the Dinner & Dialogue program
    - Consider hosting a Diversity Talk(s) followed by Dinner & Dialogue
    - Work towards curating dinner invitation lists to ensure multiple types of diversity (race, religion, ideology, sexual orientation)
  - b. Refocus on the City of Scottsdale Golden Rule declaration
    - Develop a plan to bring renewed attention to the Golden Rule in 2019
  - c. Regional Unity Walk 2019
    - Work towards 100% Commissioner attendance
    - Build capacity of diverse groups in Scottsdale to create local community involvement, e.g. CCD, Scottsdale Leadership, etc.
- II. Discourage prejudice and discrimination**
  - a. Expand the *Scottsdale For All* initiative
    - Cultivate partnerships to help expand the distribution of SFA posters.
    - Continue to record new video stories and introduce on a regular schedule
    - Continue to foster civil dialogue via SFA social media

**City of Scottsdale**  
**Human Relations Commission**  
**2019 Strategic Plan**

**III. Work towards cultural awareness and unity**

- a. Integrate *Scottsdale For All* in all HRC activities and City outreach efforts
- b. Identify important/critical diversity issues in Scottsdale. Use trends and metrics to guide the Commission's priorities.

- Study the results of three new diversity questions in the 2019 National Citizens Survey

- c. Develop stronger ties to Diversity partners

When possible, strategically align with partners based on projects:

- Diversity Talk partners
  - JCC: Anti-Semitic hate crimes
  - Others: solicit ideas for speakers
- *Scottsdale For All* poster distribution
- Golden Rule relationships

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### 2019 Strategic Plan

	Strategies/Tactics	Deliverables	Lead	HRC Comm	Due Date	Budget
1	Expand <i>Scottsdale For All</i>	+Poster distribution 20,000+ +xxx% social media increase +longer video views	Mustafa	Shimo		
2	Enhance and continue Dinner & Dialogue	+Incorporate Diversity Talks +	Rhoden	Eaneman		
3	Refocus on City of Scottsdale Golden Rule declaration	+Create 2019 plan: event type, agenda, date, Mayor & partner commitment, summarize	Hinchman	Mendoza		
4	Regional Unity Walk 2019	Attend the Tempe walk	Staff	ALL		
5	Identify important/critical diversity issues in Scottsdale. Use trends and metrics to guide the Commission's priorities	+Review results of 3 new questions on Natl Citizens Survey +Review multi-year trends +Report Qtrly Police hate crime numbers at HRC mtgs	Staff	Shimo	+March +March +Ongoing	
6	Develop stronger ties to Diversity partners	Strategically align with Partners based on project needs		ALL		
7	Support Office of Diversity outreach	+Attend PHX Pride parade +Quarterly participation in outreach booth, events		ALL		
8	Other initiatives as identified	TBD	Staff	TBD		

\*Diversity Partners:

NAACP, 4As, 1 in 10, Aunt Rita's, Morningstar Leaders, ADL, ACEL, Phoenix Indian Center. Need Hispanic partner and possibly Supplier Diversity partners

#### ASSIGNMENT RECAP

Commissioner	Lead	Support
Coe		
Eaneman		1
Hinchman	1	
Mendoza		1
Mustafa	1	
Rhoden	1	
Shimokubo		1